

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020

**Master of Management of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Indonesia**

Collaboration with

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Universitas 17 Agustus 1945 Surabaya
Universitas Surabaya
Universitas Dr. Soetomo Surabaya
Universitas Dian Nuswantoro Semarang
Sekolah Tinggi Ilmu Ekonomi 66 Kendari

Published by :

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya
Phone : 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>

**Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”**

Steering Committee

Dr. Yudi Sutarso, S.E., M.Si.
Dr. Drs. Emanuel Kristijadi, M.M.
Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee

Manager : Prof. Dr. Dra. Tatik Suryani, Psi., M.M.
Vice Manager : Dr. Ronny, S.Kom., M.Kom., M.H.
Secretary and Treasury : Dewi Aliffanti, S.E.
Tanza Dona Pratiwi, S.E.
Publication and Proceeding : Munawaroh, S.S., M.Si,
Dio Eka Prayitno, S.Sos.
Journal Networking : Tri Suhartuti, S.S.
Technology Supporting : Hariadi Yutanto, S.Kom., M.Kom.
Risky Andriawan, S.T.
Sumantri, S.Kom.
Supporting : Riska Friski

Graduate Student Union

Steering Committee : Farhan Hisyam, S.M.
Manager : Nanda Diah Syarifah, S.M.
Secretary : Lidya Aviolitta, S.I.Kom
Sponsorship : Citra Putri Ramadani, S.M.
Gibson Randy Prathama, S.M.
Atikah Resiana Fildzah, S.M.
Event Program : Much. Zakariya Rosyid, S.Kom.I
Uvy Dian Rizky, S.Sos.
Ponta Dewa Saktiawan
Amilia Jasmin Nabila
Mochamad Arya Seta
Publication and Documentation : Chowal Jundy Kumoro, S.M.
Yesica Lola Arlinda, S.E.

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Reviewers :

1. Prof. Angelica M., Baylon, Ph.D (Maritime Academy of Asia and the Pacific, Philippines)
2. Associate Prof. Dr. Elisha Nasruddin (Universitas Sains Malaysia, Malaysia)
3. Prof. Reevani Bustami, Ph.D. (Universitas Sains Malaysia, Malaysia)
4. Associate Prof. Pallavi Paathak, Ph.D. (School of Management Sciences, Varanasi, India)
5. Chonlatis Darawong, Ph.D. (Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand)
6. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (STIE Perbanas Surabaya, Indonesia)
7. Dr. Soni Harsono, M.Si (STIE Perbanas Surabaya, Indonesia)
8. Prof. Abdul Mongid, Ph.D. (STIE Perbanas Surabaya, Indonesia)
9. Dr. Lutfi, M.Fin. (STIE Perbanas Surabaya, Indonesia)
10. Burhanudin, Ph.D. (STIE Perbanas Surabaya, Indonesia)
11. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
12. Dr. Yudi Sutarso, M.Si (STIE Perbanas Surabaya, Indonesia)
13. Dr. Ronny., S.Kom., M.Kom (STIE Perbanas Surabaya, Indonesia)

Editor and Layout :

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.
4. Munawaroh, S.S., M.Si.
5. Dio Eka Prayitno, S.Sos.

Published 14th & 15th August 2020

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya, East Java 60118
Telpon 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>
Indexed by google scholar

ISBN : 978-623-92358-1-9

The originality of the paper is the author's responsibility

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

“Nurturing Business and Banking Sustainability”

Surabaya, 14th - 15th August 2020

FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Elisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

Tabel of Content

Cover.....	i
Committee.....	ii
Reviewers.....	iii
Foreword.....	iv
Table of Content.....	v

Marketing

Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality)	1 - 9
Tatik Mulyati; Saraswati Budi Utami; Hendro Susi	

Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya.....	10 - 21
Fеды Ardiansyah	

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya	22 - 31
Brahma Satrya	

Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion	32 - 36
Andini Anastasia Novitasari	

Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study.....	37 - 43
Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars	

The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City	44 - 49
Farhan Hisyam; Tatik Suryani	

Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya).....	50 - 55
Firdaus	

Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank.....	56 - 64
Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad	

Performance of Service In General Hospital City of Surabaya Era Covid-19.....	65 - 71
Feliks Anggia B.K. Panjaitan; Hwihanus; Adiati Trihastuti; Hotman Panjaitan	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries72 - 78
 Siti Mujanah

Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya.....79 - 89
 Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena

Developing Brand Loyalty90 - 97
 Estik Hari Prastiwi

E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19.....98 - 105
 Febrianur Ibnu Fitroh Sukono Putra

The Approach of The Agility Social Innovation: A Dynamic Capability Strategy106 - 112
 Mufti Agung Wibowo

Quality of Work Life and Work Stress on Employee Performance113 - 117
 Sumiati

Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student)118 - 128
 Nanis Susanti

The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mounth on Online Purchasing Decisions on Shopee Customers in Surabaya129 - 144
 Anis Fitriyasari

The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya.....145 - 152
 Citra Putri Ramadani

The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand 153 - 166
 Mahmud; Mia Dika Anggraini

The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra) 167 - 174
 Budi Anandya; Ni Made Laksmi Oktavia

The Effect of Website and Social Media on Customer Behavior Responses175 - 182
 Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi

What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent.183 - 190
 Binsar Energia Pratama Napitupulu

The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers.....	191 - 196
Novian Navas Mahardhika	
Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products ...	197 - 205
Febrianto Ramadhan	
Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency.....	206 - 212
Abdul Razak	
The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness	213 - 222
Bakhtiar Abbas	
The Effect of Service Quality on Civil Population Document Towards Society’s Satisfaction and Trust for Population and Civil Registry Office of Kendari City.....	223 - 232
Nofal Supriaddin	
CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia	233 - 240
Muhamad Reynaldi Adhyaksa	
The Implementation of Simple Form Gamification In Companies	241 - 246
Nathania Agatha Benita	
Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi Indonesia	247 - 254
Azwar Cholili	
Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation	255 - 261
Mia Novinda Mudjiono	
Business Model Analysis: A Study Case in Wood Pellet Industry.....	262 - 267
Kadek Budiadnyana Putra	
Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables	268 - 273
Diky Murdoyo Rahadiarto	
Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya	274 - 282
Sukesi	

The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students)..... 283 - 288
Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) 289 - 296
JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya..... 297 - 303
Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach 304 - 315
Caroline; Achmad Nuruddin S.; Ety Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC 316 - 320
Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia 321 - 328
Hayuning Purnama Dewi

Financial

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship?329 - 337
Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia338 - 350
Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016351 - 359
Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience.....360 - 365
Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia366 - 381
Jepri Duwi Safrudin; Diah Hari Suryaningrum

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Factors That Become A Customer Considerations Become A Brachless Banking Agent ..382 - 388
 Novita Rosanti

Going Concern and Liquidity Perspective in Indonesia Manufacture Industry.....389 - 394
 Tri Ratnawati; Widi; Rahmiyati; Nekky

Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock Exchange.....395 - 400
 Muhammad Ashary Anshar; Ichbal Warimin

Performance Analysis Of Share And After Online Application On The Sector Registered Transportation In Indonesia Exchange401 - 406
 Rachman Suwandar; Hartina

Measuring The Performance of the Surabaya City Regional Budget Value For Money Analysis.....407 - 414
 Risanda Alirastra Budiantoro; Tito Aditya Perdana

A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of Probability on National Private Commercial Banks Go Public415 - 421
 Devinta Ayu Ramadhani

The Effect of Multiple Role Conflict on Employees Performance Moderated By Self Efficac422 - 428
 Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S;
 Febrianur Ibnu Fitroh Sukono Putra

The Factors of Banking Capital Structure Determination in Indonesia.....429 - 434
 Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia

Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous Region of Southeast Sulawesi Province.....435 - 448
 H. Mahmudin A. Sabilalo

Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social Responsibility (CSR)449 - 463
 Jimmy Herlambang

Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing Implementation at Directorate Production Indonesian Aerospace (IAe).....464 - 471
 Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih

Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing Optimal Distribution For Communities During The COVID-Pandemic.....472 - 479
 Matdio Siahaan

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
"Nurturing Business and Banking Sustainability"
Surabaya, 14th - 15th August 2020

Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidayatullah Surabaya480 - 486
Sarah Lutfiyah Nugraha and Ika Yunia Fauzia

The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018.....487 - 495
Gabby Markus Angkasajaya; Putu Anom Mahadwartha

The Influence of Planned Behavior on The Level of Customer Trust and Satisfaction in Determining Loyalty in Green Hotels in Indonesia

Hayuning Purnama Dewi

University of Surabaya, Raya Kalirungkt, Surabaya, East Java, Indonesia

ARTICLE INFO

Article history:

Received 10 August 2020

Revised 14 August 2020

Accepted 29 August 2020

Key words:

Theory of Planned Behavior, Perceived Green Value, Green Trust, Green Satisfaction, Green Loyalty.

ABSTRACT

The hotel industry in Indonesia continues to grow, as proven by the growing number of hotels, especially three-star hotels. Competition arises to get loyal customers. Competition in the hotel industry requires owners to sharpen the hotel concept and increase value to hotel visitors. A concept that has been implemented by some hotels and, in the future, is expected to create a great opportunity is a green hotel. This study aims to determine the effect of planned behavior on the level of customer satisfaction and trust in determining loyalty in green hotels in Indonesia. This study applies quantitative methods, with the sampling technique using purposive sampling with 75 respondents. The analysis technique in this study consists of three stages: the first stage of validity testing, the second stage of reliability testing, and the third stage using SEM (Structural Equation Modeling). The results show that planned behavior has a positive effect on green hotel visit intention. The intention also contributes positively to green perceived value, green trust, and green satisfaction, which ultimately prompts a significant impact on green hotels' customer loyalty in Indonesia.

1. INTRODUCTION

These days, discussing the tourism sector is densely related to the accommodation provider business. According to Statistics Indonesia (BPS), the concept and definition of accommodation business is a business that provides short-term accommodation for visitors and other travelers. The accommodation provider business can be in the form of providing accommodation facilities only or accompanied by other facilities. The defined accommodation provider business is providing short-term accommodation, especially for a daily or weekly basis (www.bps.go.id).

In 2019, the number of star hotels based on their classification totaled 3,516 businesses, with most of them are in three-star hotels totaled 1,373 businesses (39.05 percent), followed by two-star hotels totaled 802 businesses (22.81 percent), and in third place, four-star hotels totaled 724 hotels (20.59 percent). While the rests are one and five-star hotels.

Moreover, the number of guests who visited and stayed at star hotels in Indonesia during 2019 reached 85.37 million people. This number decreased by 4.42 million guests or 4.93 percent when compared to 2018 (www.bps.go.id). This data shows the number of travelers decreased and thus it had an impact on occupancy rate for all star hotel classifications. This condition triggers severe competition for three-star hotels in improving hotel performance. Nevertheless, it is also possible that competition also occurs in the classification of other star hotels.

Competition in the hotel industry requires owners to sharpen the hotel concept and increase value to hotel visitors. A concept that has been implemented by some hotels and, in the future, is expected to create a great opportunity is a green hotel. Green hotels are environmentally friendly properties that carry out programs, operations, and practices such as water-saving, energy-saving, and solid waste reduction to help

Hayuning_ hayuningpurnama@gmail.com

protect humans, the environment, and the earth (Green Hotel Association (GHA), 2008).

Green hotel is in line with the results of a booking.com's survey on Tempo.com concerning tourism trends after the Covid-19 pandemic. A survey with 20,432 respondents from 22 countries shows that tourists tend to choose and perform sustainable tourism in the future. The survey was conducted online in March 2020 with the results show that 98% of Indonesian travelers love to stay in eco-friendly accommoda-

tions. 51% of 78% of Indonesian travelers who stayed in environmentally friendly accommodation did this to help reduce the adverse impact on the environment. And 75% of tourists admit that they are more confident in choosing an accommodation if the place has an environmentally friendly image. In fact, the accommodation business often provides an eco-label in its business practices (Tempo.co, 7 June 2020).

In their study in 2018, (Verma & Chandra, 2018) implement TPB in predicting young Indian consumers to visit green hotels. The results of this study indicate that attitudes are ranked high in predicting intention to visit green hotels. On the other hand, when hotel customers intend to visit green hotels, this intention is based on TPB as a strong predictor of behavior. The intention is also the fastest determinant of behavior.

Therefore, this study focuses not only on star hotels with green concepts but also on the intention to predict behavior. The intention of Indonesian travelers who have stayed in environmentally friendly accommodation has a perceived value (i.e. green perceived value) in the form of helping reduce adverse impacts on the environment. Green perceived value is the overall consumer evaluation of products and services toward what is received and given based on the wishes and needs of a friendly environment and the hope of sustainability (Chen, 2013).

Other research conduct a study by measuring destination loyalty for Muslim tourists. (Al- Ansi & Han, 2019). This study examines the relationship between performance, perceived value, satisfaction, and trust in halal tourism destinations. The results show that trust in halal destinations is an important indicator leading to the formation of images and intentions in the future, and increasing the trust of Muslim tourists is essential to get customer loyalty. From the two studies above, the researcher intends to combine the research model carried out as there have been no previous researchers who measured TPB (Theory Planned Behavior) related to green hotels to determine customer loyalty.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Theory of Planned Behavior (TPB)

The theory of Planned Behavior (TPB), derived from the Theory of Reasoned Action (TRA), was developed (Ajzen, 1985). On this model, the individual performance of a particular behavior is predicted by three variables; Individual attitudes towards behavior, subjective norms (SN) and perceived behavioral control (PBC). Collectively, the third leads to the establishment of intent on behavior that ultimately affects the behavior (Ajzen, 2002).

TPB describes that attitude is assumed to influence intentions that turn into behavior directly. So, in other words, attitude is widely used to predict behavior. There are some consents that attitude is a learned tendency to respond consistently to good or not attitude towards particular objects (Fishbein & Ajzen, 2005).

(Heyl, M., Díaz, E. M., & Cifuentes, 2013) describes green attitudes as the predisposition to respond in a consistently favorable or unfavorable manner regarding environmental issues. Green attitude as a learned tendency to respond consistently to good or not attitudes about environmental problems, in this case, the behavior of visiting environmentally friendly hotels. It is very important to understand individuals who have a green attitude towards the environment because of the tendency of these individuals to engage in environmentally friendly behavior.

Subjective norm is defined as the social pressure that is felt to perform or not perform a behavior (Ajzen, 1985). Subjective norm is an individual action suggested by close friends to influence the individual's behavior. It can also be in the form of a person's agreement or disagreement to perform a behavior (Ajzen, 1991). In other words, subjective norm concerns whether a recommendation or suggestion upon behavior is approved or disapproved. If the recommendation suggests a green hotel to stay, then individuals will have more intentions to visit a green hotel because of higher social pressure (Han & Kim, 2010).

Perceived behavior control (PBC) refers to how easy or difficult a person feels to perform a behavior (Ajzen, 1991). Perceived behavioral control deals with an individual's assessment of a person's ability to engage in certain behaviors (Ajzen, 1991). In previous studies, perceived behavior control has a positive relationship between customer perceived behavior control and green hotel visit intention (Han, H., Hsu, L.T.J., Sheu, 2010).

Behavioral intention is defined as the possibility of a subject or a person performing several behaviors (Fishbein, M., & Ajzen, 1975). Behavioral intention is positively influenced by a person's confidence in the ability to perform a behavior (Cheng, S., Lam T., Hsu, 2006). According to Ajzen (1985), behavioral intention is a motivational factor that captures how much effort a person is willing to do. Intention to visit a green hotel is the possibility that someone will visit and stay in a green hotel. When the intention appears,

they will positively visit and stay in a green concept hotel. Hence, from the above discussion, it can be hypothesized that:

H1: Green attitude has a positive influence on green hotel visit intention
 H2: Subjective norm has a positive influence on green hotel visit intention

H3: Perceived behavior control has a positive influence on green hotel visit intention

Green hotel and Green Perceived Value

Green hotels are environmentally friendly properties that operationally have water- saving, energy-saving, and solid waste reduction programs while saving money to help protect people and the earth (GHA, 2008). Green hotels eagerly follow environmentally-friendly guidelines, dynamically carry out environmental management practices to demonstrate a commitment to the environment, and continue to improve and implement sustainability in the hotel strategy implementation (Han & Kim, 2010).

Research on green hotel customers has been carried out in many developed countries. However, little is carried on in developing countries like India (Verma & Chandra, 2018). In Indonesia, the implementation of green hotels can be seen by hotel visitors or guests through the hotel’s eco-labels on marketing tools such as brochures and websites. In addition, it can be seen from the instructions in the room, such as an expression of the hotel's commitment to protecting the environment, such as the advice in using fewer towels and sheets. Not infrequently, green hotels show environmental degradation facts due to the use of detergent and water to wash sheets and towels. Guests with the intention and behavior of staying in green hotels can evaluate the perceived green concept.

Green perceived value is the overall consumer evaluation of products and services toward what is received and given based on the wishes and needs of a friendly environment and the hope of sustainability (Chen, 2010). The perceived assessment of the evaluation results is essential because it can change the direction (i.e. satisfied/dissatisfied) and the level or intensity of satisfaction/dissatisfaction experienced by customers (Patterson & Spreng, 1997).

Green perceived value by (Chen, 2010) is used to explain the relationship impact on green satisfaction, green trust, and green loyalty. Chen examines the extent of environmental pollution resulting from the proliferation of manufacturing industries around the world. This model is used by (Al-Ansi & Han, 2019) to explain the phenomenon of halal tourism in South Korea for Muslim tourists. The researcher in this study uses a similar model to strengthen the allegation of planned actions carried out by green hotel guests to create loyalty.

Hence, from the above discussion, it can be hypothesized that:

H4: Green hotel visit intention has a positive effect on green perceived value

Trust-Commitment Theory

Studying the relationship between commitment- trust cannot be separated from theory (Morgan & Hunt, 1994). Commitment is an effort to maintain relationships that are considered important (Morgan & Hunt, 1994). Thus, customer commitment is the most significant driver of customer intention regarding the relationship, such as a repurchase, positive word of mouth or a decision to enhance the relationship (Morgan & Hunt, 1994). In a marketing context, the relevant behavior is doing future business with a commercial organization. Thus, customer commitment is the most significant driver of customer intention regarding the relationship, such as repurchase, positive word of mouth or a decision to enhance the relationship (Morgan & Hunt, 1994).

Morgan & Hunt, (1994) conclude from the results of their research that placing this trust reduces the uncertainty of partner decision making. Trust partners have confidence that parties who can be trusted can be relied on. Commitment is closely related to customer loyalty. When customers already feel value and have previous experience, customers have a chance to lead to loyalty. Loyalty needs a strong commitment. Previous perceived beliefs relate to commitment behavior.

Green trust, green satisfaction, and green loyalty

Trust reduces the uncertainty of guests’ decision making (Morgan & Hunt, 1994). Green trust is defined as the ability or willingness to depend on a product, service, or brand based on beliefs or expectations resulting from credibility, virtue, and ability related to environmentally friendly practices (Chen, 2010). Hospitality ascertains the importance of trust to increase customer loyalty towards hotels. Therefore, positive trust

in green services can improve the overall brand image of the hotel, which in turn can trigger positive behavioral intentions (Chen & Chang, 2012). In this case, the level of a person's trust in a green hotel can influence an individual's purchase decision (Chen, Y. S., & Chang, 2012).

Satisfaction is a pleasant level from post-consumption evaluation or the level of satisfaction related to pleasant consumption (Chen, 2010). Green satisfaction can be defined as a pleasant level related to fulfilling one's satisfaction with the needs and desires of the expectation of a sustainable environment. Green satisfaction arises when someone feels pleasant because of the desire to take a role in keeping the environment fulfilled, although with more effort.

Many studies correlate satisfaction with loyalty levels as in (Lee, K. Y., Huang, H. L., & Hsu, 2007) argue that a high level of satisfaction creates bonds that encourage corporate and consumer commitment with feelings of pleasure. Loyalty is the level of commitment to repurchase preferred products or services in the future consistently (Park et al., 2017).

Referring to Oliver (1999), green loyalty is defined as the level of one's intention to repurchase that is influenced by a strong attitude towards the environment and a continuous commitment to an object such as a product, service, a company, brand, group, and so on (Chen, 2010).

Green hotels have various components related to their operational processes and services that are visible to the eye. So that the value received by customers, has loyalty because of the level of concern for protecting the environment. In this study, the conceptualization of green loyalty to customers is able to build with a focus on loyalty to the attitude of returning to green hotels in the future, and will continue to stay and recommend green hotels to others.

Hence, from the above discussion, it can be hypothesized that:

H5: Green perceived value has a positive effect on green satisfaction
H6: Green Satisfaction has a positive influence on Green Loyalty
H7: Green perceived value has a positive effect on Green Trust

H8: Green Trust has a positive influence on Green Loyalty

3. RESEARCH METHOD

This research uses a quantitative approach, with basic research. Based on the objectives, the form of this research is a causal relationship. Causal relationship is research that tests whether a variable causes an influence on other variables. Collecting data in this study using a questionnaire. Meanwhile, additional data were obtained from interviews and observations. The characteristics of the sample to be studied are visitors who have stayed in green hotels in Indonesia at least 2 nights in a period of two years. Researchers want to know the response and responses to green hotels. Visitors are 25 years old and know a green hotel from environmentally friendly practices during their stay. The indicator of green hotel implementation in Indonesia that can be observed by hotel guests is the presence of eco-labels on marketing tools such as brochures and web sites. In addition, it can be seen from the instructions in the room, such as an expression of the hotel's commitment to protecting the environment so that there is less change of towels and sheets as requested.

The data collection procedure for conducting research is to determine the characteristics of the population and sample, so that only certain respondents meet the qualifications of the research data source. Second, determine the indicators of each variable contained in the research model. Third, compose a questionnaire and share it with respondents. The researcher also explained to the respondents how to fill out the questionnaire. Fourth, make a questionnaire test to get input from respondents. Fifth, distribute questionnaires to respondents. Sixth, selecting questionnaires that were not filled in completely by respondents. Finally, tabulate the data.

4. DATA ANALYSIS AND DISCUSSION

Data Analysis

Analytical procedures of data collection were conducted by performing a one-step approach proposed. Initially, a Confirmatory Factor Analysis (CFA) was conducted to assess the measurement model. Subsequently, Structural Equation Modeling (SEM) was applied to estimate the hypotheses proposed in the developed research model. Then SEM-AMOS 22 method was used for the data analysis of this study.

There are 27 indicators out of 8 variables that have values above standard loading. The standard loading value is > 0.5 . This shows that each indicator has met the validity testing. The P-Value column shows that 0.000 is appropriate, because of the P-Value < 0.001 . The validity testing can also be done by calculating the AVE (Average Variance Extracted), the resulting AVE (Average Variance Extracted) val-

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

ue for the Green Attitude (X1), Subjective Norm (X2), Perceived Behavior Control (X3), Green Hotel Visit Intention (Y1), Green Perceived Value (Y2), Green Satisfaction (Y3), Green Trust (Y4) and Green Loyalty (Y5) variables respectively above 0.5, which indicates that the validity of these five variables can be said to be very good.

According to (Hair, et al, 2010) the average variance extracted value received is ≥ 0.50 . The reliability testing was conducted using the Construct Reliability calculation. The results of data processing show that all variables have a value of construct reliability ≥ 0.7 . As such, it can be said that the eight research constructs used are reliable. One-step approach to SEM is used if the results of the data validity & reliability tests are very good (Hair, et al, 2010).

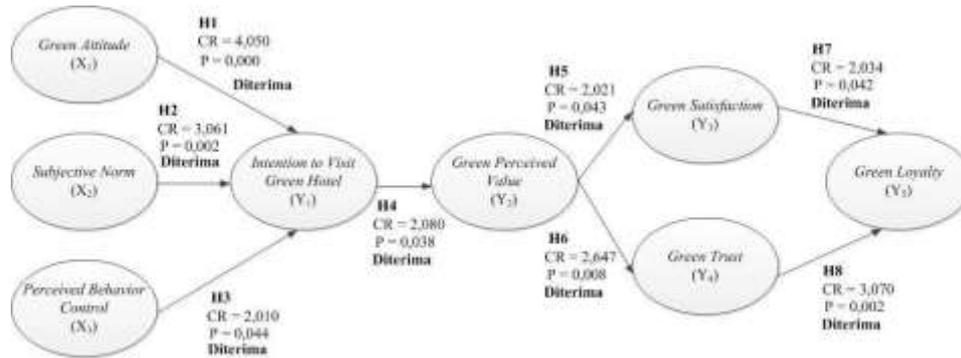


Figure 1. Model Hypothesize

Discussion

The first hypothesis (H1) in figure 1 proposed in this study states that Green Attitude (X1) has a positive and significant effect on Green Hotel Visit Intention (Y1). Therefore, it is important to understand individuals who have a green attitude towards the environment because of their tendency to engage in environmentally friendly behavior. It becomes very relevant because behavioral intention refers to the possibility of a subject or someone doing several behaviors (Fishbein, M., & Ajzen, 1975). Green hotel visit intention occurs when there is a possibility that someone will visit and stay in a green hotel. When the intention appears, individuals will positively visit and stay in a green hotel. Green hotel customers will choose someone who is considered special to make the intention of visiting.

Apart from recommending, subjective norm also provides the opinion that people who are considered special or important direct their opinions to perform a behavior. The theory in TPB is that stronger subjective norm will have an impact on behavioral intention. This study states that the Subjective Norm (X2) has a significant positive effect on Green Hotel Visit Intention (Y1).

The third hypothesis (H3) proposed in this study states that perceived behavior control (X3) has significant positive effect on Green Hotel Visit Intention (Y1). Perceived behavior control evaluates a person's perception regarding how efficiently the individual can control the factors that may be needed to deal with certain situations (Verma & Chandra, 2018).

This study also shows that Green Hotel Visit Intention (Y1) has a significant positive effect on Green Perceived Value (Y2). This can be because behavioral intention refers to the possibility of a subject or someone doing several behaviors (Fishbein, M., & Ajzen, 1975). According to Ajzen (1985), behavioral intention is a motivational factor that captures how much effort a person is willing to put into a behavior.

The intention and behavior of visiting green hotels make customers have experience. Therefore, they can perceive and evaluate the services provided as well as sustainability practices in the green hotel. In that condition, customers experience green perceived value.

The fifth hypothesis (H5) proposed in this study states that Green Perceived Value (Y2) has a significant positive effect on Green Satisfaction (Y3). This can be due to the green perceived value that customers feel is an evaluation of the overall service from the perceived quality of green hotel services. Green hotel accommodation business actors need to provide quality through performance and environmentally

friendly management practices. Thus, the price paid by the customer matches and even exceeds expectations. In that condition, customers feel satisfied and this is in line with Booking.com's survey on Indonesian travelers.

Green Satisfaction (Y3) has a significant positive effect on Green Loyalty (Y5). This can be due to green satisfaction refers to a level of pleasure related to fulfilling one's satisfaction with the needs and desires of the expectation of a sustainable environment (Chen, 2010). Affective green loyalty arises from the quality of green hotels. The result of green satisfaction is green loyalty. According to (Chen, 2013), satisfaction creates a positive impact on loyalty. Green satisfaction and green trust have an impact on recommendations to others.

In this research model, Green Perceived Value (Y2) has a significant positive effect on Green Trust (Y4). This can be due to the green perceived value is a value that is dynamically conceptualized to evaluate the advantages and disadvantages of the experience while staying in a green hotel. Green perceived value includes the perceived performance or quality as a value obtained from the past due to the green hotel visit intention.

Trust is important for service sector actors, including hotels. Green trust needs to be maintained, one of which through the evaluation results on green perceived value. When the perceived value of green hotel customers is high, it may create customer loyalty when choosing a hotel.

The eighth hypothesis (H8) proposed in this study affirms that Green Trust (Y4) has a significant positive effect on Green Loyalty (Y5). This can be because green trust is the ability or willingness to depend on a product, service, or brand based on beliefs or expectations when choosing a green hotel as a place to stay. That belief and hope come from credibility, virtue, and ability concerning green practices. Green trust will increase customer commitment to relationships with service providers, in this case, green hotels. In the context of this study, green trust occurs as a result of the experience of staying in a green hotel, which causes loyalty or green loyalty.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Green attitudes, subjective norms, and perceived behavioral control have a positive effect on green hotel visit intentions. Likewise, other hypotheses are positive and significant. TPB's intention to visit and stay in green hotels has proven to have an impact on loyalty. Given the results of the survey from Booking.com, which shows that the trend after the Covid-19 pandemic leads to eco-friendly tourism, one of which is through planning in choosing hotels, star hotels need to strengthen and improve the quality of service leading to sustainability and environmentally friendly practices in running hotel management.

Research conducted in Indonesia by both Booking.com researchers, as well as the results of previous studies are highly relevant. It can be concluded that Indonesian respondents have a strong desire, commitment, ability to maintain the environment as part of sustainability efforts. The most important of Booking.com survey if associated with these practical implications is that 47% of respondents consider sustainable tourism options to be quite limited. It shows that there are still opportunities to educate tourism on the importance of the selection of environmentally friendly products and services. Practically this research is expected to contribute to the business of star hotel accommodation that has not yet run the concept of green hotel. As an opportunity for other researchers, this study can be expanded to populations in other developing countries because there is still not much research related to the application of green concepts in the hotel industry in developing countries. Hospitality industry players in general and owners of green hotels in particular need to sharpen and clarify information related to the practice of reducing adverse environmental impacts. Remembering green trusts as the strongest variables is formed from a strong commitment to using green labeled products. This strong commitment is achieved when customers feel, understand, know environmentally friendly practices as they have implications.

REFERENCES

- Ajzen, I. (1985). From intentions to actions: a theory of planned behavior. In: Kuhl, J., Beckman, J. (Eds.), *Action-control: from Cognition to Behavior*. Springer, Heidelberg.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). Perceived behavioural control, self-efficacy, locus of control, and the theory of planned

- behavior. In *J. Appl. Soc. Psychol.* (Vol. 32).
- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing and Management*, 13(May), 51–60. <https://doi.org/10.1016/j.jdmm.2019.05.007>
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y. S. (2013). Towards green loyalty: Driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, 21(5), 294–308. <https://doi.org/10.1002/sd.500>
- Cheng, S., Lam T., Hsu, C. C. (2006). Negative word of mouth communication intention: an application of the theory of planned behavior. *J. Hosp. Tour*, 30(1), 95–116. <https://doi.org/10.1177/1096348005284269>
- Fishbein, M., & Ajzen, I. (1975). *Beliefs, attitude, intention and behavior*. Reading, MA: Addison-Wesley.
- Fishbein, M., & Ajzen, I. (2005). The Influence of Attitudes on Behavior. *The Handbook of Attitudes*, July, 173–222. <https://doi.org/10.1007/BF02294218>
- GHA. (2008). What Are Green Hotels? Green Hotel Association (GHA). <http://www.greenhotels.com/whatare.htm>
- Hair, et. al. (2010). *Multivariate Data Analysis* (7 edition). Pearson Prentice Hall.
- Han, H., Hsu, L.T.J., Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334. <https://doi.org/doi.org/10.1016/j.tourman.2009.03.013>
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668. <https://doi.org/10.1016/j.ijhm.2010.01.001>
- Heyl, M., Díaz, E. M., & Cifuentes, L. (2013). Environmental attitudes and behaviors of college students: A case study conducted at a chilean university. *Revista Latinoamericana de Psicología*, 45(3), 487. <https://doi.org/10.14349/rlp.v45i3.1489>
- Lee, K. Y., Huang, H. L., & Hsu, Y. C. (2007). Trust, satisfaction and commitment to loyalty to the International retail service brand. *Asia Pacific Manajemen Review*, 12(3), 161–169.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20. <https://doi.org/10.2307/1252308>
- Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust. *Journal of Business Research*, 76, 8–13. <https://doi.org/10.1016/j.jbusres.2017.02.017>
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: An empirical examination. *International Journal of Service Industry Management*, 8(5), 414–434. <https://doi.org/10.1108/09564239710189835>
- Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production*, 172(3), 1152–1162. <https://doi.org/10.1016/j.jclepro.2017.10.047>
- https://www.academia.edu/10825810/TINJAUAN_UMUM_HOTEL_BISNIS diakses 2 November 2019
- <https://ekonomi.bisnis.com/read/20190218/12/890019/membedah-pendapatan-bisnis-hotel-antara-leisure-dan-acara-pemerintahan> diakses 2 November 2019
- <https://ekbis.sindonews.com/read/1354761/34/perkuat-sdm-hadapi-geliat-industri-pariwisata-di-era-industri-40-1542210618> diakses 2 November 2019
- <https://www.cnbcindonesia.com/news/20190212082953-4-54968/jokowi-cabut-larangan-rapat-di-hotel-pengusaha-hore> diakses 2 November 2019
- <https://www.liputan6.com/lifestyle/read/3110639/ini-dia-10-hotel-ramah-lingkungan-pemenang-green-hotel-award> diakses 3 November 2019
- <https://www.ihgma.com/geliat-industri-perjalanan-wisata/> diakses 4 November 2019

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

- <https://www.merdeka.com/peristiwa/istafest-2019-bukti-keseriusan-kemenpar-mendorong-pariwisata-berkelanjutan.html> diakses pada 4 November 2019
- <https://www.kompasiana.com/achmadsf/5da97afa0d82306ff254e222/potensi-bisnis-pariwisata-kebutuhan-50-000-unit-kamar-hotel-thn-2019?page=1> diakses tgl 3 Juli 2020
- <https://www.booking.com/content/about.id.html?aid=397594;label=gog235jc-1DCAEoggI46AdIElgDaGiAQGYARK4ARfIAQzYAQPoAQH4AQKIAGAgO4AsnnhPgwAIB0gIkYT M2YzZINjctODA3YS00NmIzLWNTEtMGVkMDM1MDUwZDE0AIE4AIB;sid=590f8920347bc2b3940af24f25476d5e> diakses 5 Juli 2020
- <https://travel.tempo.co/read/1350733/survei-booking-com-pariwisata-berkelanjutan-bakal-jadi-tren> diakses 5 Juli 2020
- <https://travel.tempo.co/read/1351057/ini-harapan-turis-yang-ingin-mewujudkan-pariwisata-berkelanjutan/full&view=ok> diakses 5 Juli 2020
- <https://berempat.com/bisnis/ticketing-traveling-dan-transportasi/14749/booking-com-ungkap-temuan-utama-laporan-wisata-berkelanjutan-2020/> diakses 5 Juli 2020